



NIKON AUSTRALIA

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PRESS RELEASE

March 2011

Nikon COOLPIX P300 and P500

Sydney – Marking an expansion of the multi-function, high-performance COOLPIX P-series lineup, Nikon Australia today releases two new models, the P300 and P500.



To enable an authentic shooting experience, both cameras are equipped with backside illumination CMOS sensors for beautiful, blur-free images, even when shooting in dark or dimly lit surroundings.

The cameras are also equipped with NIKKOR lenses and image processing engines that utilise Nikon's exclusive optical technologies, as well as a variety of shooting and in-camera editing functions.

As a successor to the compact, high-power zoom P100 (released in March 2010), the P500 offers the highest optical zoom power in the history of the COOLPIX brand as well as improved functions over its predecessor.

The compact, wide-angle zoom, 12.2mp P300 and the 12.1mp P500 join the P-series flagship model, the P7000 (released in September 2010). The addition of the new models cater for a wide audience, from those looking for a model with more functionality to those hoping to polish their shooting technique as if using a digital-SLR camera.



P300 is available in black. RRP \$499.00

P500 is available in black. RRP \$599.00

COOLPIX P300 – Major Features

1. Optical technologies for stunning landscapes and night landscapes

Fast, f/1.8 lens: A number of Nikon's optical technologies have been concentrated in the f/1.8 lens, resulting in the fastest* lens available with a compact digital camera

High refractive-index lens for a more compact body: By adopting a lens with a refractive index of 2.0 or higher, a smaller and lighter camera was achieved. The lens also enables sharper rendering for higher contrast throughout the entire frame

4.2× wide-angle zoom lens with built-in lens-shift vibration reduction (VR): The lens covers focal lengths from the wide-angle 24mm to the telephoto 100mm (both equivalent with 35mm [135] format). The built-in VR function reduces blur with hand-held shooting and shooting at high sensitivities

*Based on Nikon research as of February 9, 2011.

2. Backside illumination CMOS sensor

- Equipped with a backside illumination CMOS sensor, enabling each pixel to receive more light for superior high-speed performance
- Desired images are achieved with the specified scene mode through automatic adjustment of ISO sensitivity and/or shutter speed settings for high-speed capture of multiple shots

Night Landscape mode: When Night Landscape scene mode is selected, the camera automatically captures several shots at a fast shutter speed and then combines the shots to create a single optimised photo, preserving beautiful, high-quality photos of night landscapes without using a tripod

Backlighting mode: When the HDR (high dynamic range) setting is enabled in Backlighting mode, the camera captures three consecutive shots at varying exposure and combines the three for a single photo with no loss of detail in highlights or shadows, and a broader range of tones. Three HDR settings are available for selection according to the level of contrast exhibited by the scene

3. A variety of shooting functions that enable photos to be captured as intended

- A number of shooting and in-camera image editing functions that allow users to enjoy mastering the camera with manual operations
- In addition to [P] programmed auto, [A] aperture-priority auto, [S] shutter-priority auto, and [M] manual exposure modes, the camera offers features that can be combined for maximum flexibility
- 8-fps high-speed continuous shooting at the maximum image size (12M 4000 × 3000)
- Special Effects that enable users to capture photos with a range of colors and tones including Soft, High Key, Low Key, Nostalgic Sepia and High-contrast Monochrome
- Easily apply filter effects to photos already taken without using a computer. Cross Screen, Fisheye, Miniature Effect and Painting options are available
- An Easy Panorama function for capturing horizontal or vertical panorama photos. Angle of view can be selected from 180° (normal) and 360° (wide). Multiple shots are combined in a single panorama photo

4. Bright and clear 3-inch LCD monitor with wide viewing angle

- A bright, approximately 921k-dot TFT LCD monitor with anti-reflection coating
- Enables clear viewing of high-resolution images even outside on sunny days or inside a brightly lit room
- The expanded colour reproduction range covers a broader range of colours for reproduction of almost the entire sRGB gamut

5. Recording of full HD movies, to which exposure, color settings and optical zoom can be applied

- Equipped with functions for recording full HD movies (1920 × 1080 pixels) with stereo sound
- The Creative Slider and Special Effects can be used with movies, and optical zoom can be applied or adjusted during movie recording
- Dramatic movies recorded using the HS Movie function can be played back in slow motion at 1/4 or 1/2 the normal playback speed, or in fast motion at twice the normal playback speed
- Movies can be played back on a TV with an HDMI connector using the TV's remote control

COOLPIX P300 - Specifications

Effective pixels	12.2 million
Image sensor	1/2.3-in. type CMOS; approx. 12.75 million total pixels
Lens	4.2× optical zoom, NIKKOR lens; 4.3-17.9mm (angle of view equivalent to that of 24-100 mm lens in 35mm [135] format); f/1.8-4.9, Digital zoom: up to 2× (angle of view equivalent to that of

	approx. 200 mm lens in 35mm [135] format)
Focus range (from lens)	[W]: Approx. 30 cm to ∞, [T]: Approx. 60cm to ∞, Macro close-up mode: Approx. 3 cm to ∞ (wide-angle position)
Monitor	7.5 cm (3-in.), approx. 921k-dot, wide viewing angle TFT LCD monitor with anti-reflection coating and 5-level brightness adjustment
Storage media	Internal memory (approx. 90 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 160, 200, 400, 800, 1600, 3200 Auto (auto gain from ISO 160 to 1600) Fixed range auto (ISO 160 to 400, 160 to 800)
Interface	Hi-Speed USB
Power sources	One Rechargeable Li-ion Battery EN-EL12 (supplied) AC Adapter EH-62F (available separately)
Battery life (EN-EL12)	Still pictures*1: Approx. 240 shots Movies: Approx. 1 h 5 min (HD 1080p □ (1920× 1080))
Dimensions (WxHxD)	Approx. 103.0 × 58.3 × 32.0 mm (excluding projections)
Weight	Approx. 189 g (including battery and memory card)
Supplied accessories*2	Camera Strap, Rechargeable Li-ion Battery EN-EL12, Charging AC Adapter EH-69P, USB Cable UC-E6, Audio Video Cable EG-CP16, ViewNX 2 CD-ROM

Unless otherwise stated, all figures are for a camera with a fully-charged rechargeable Li-ion Battery EN-EL12 operated at an ambient temperature of 25 °C (77 °F).

* 1 Based on Camera and Imaging Products Association (CIPA) standards for measuring the life of camera batteries.

* 2 Supplied accessories may differ by country or area.

COOLPIX P500 - Major features

1. 36× optical zoom NIKKOR lens

- The highest optical zoom power in the history of the COOLPIX brand
- Covers a broad range of focal lengths from wide-angle 22.5mm through super-telephoto 810mm (equivalent with 35mm [135] format)
- A camera body still small enough to fit in the palm of your hand

2. Three functions that ensure superior image quality in both still images and movies, even at super telephoto zoom positions

- Backside illumination CMOS sensor, meaning that even images captured at the maximum sensitivity setting of ISO 3200 exhibit significantly less noise
- New EXPEED C2 dual image processors to correct a variety of types of aberration and reduce noise
- Image sensor shift and electronic vibration reduction (VR) function, to capture sharper images with less blur

3. Full HD movie recording function

- Equipped with functions for recording full HD movies (1920 × 1080 pixels) with stereo sound
- The entire optical zoom range, up to 36×, can be used and still images can be captured during recording
- Users can enable and disable the HS Movie feature during recording of normal movies to emphasise determining moments, such as when a runner crosses the goal line, with slow-motion playback of portions recorded with HS Movie
- Full HD movies recorded with the camera can be played back on a TV with an HDMI connector using the TV's remote control

4. A variety of shooting functions that enable photos to be captured as intended

- Equipped with a number of shooting and in-camera image editing functions that allow users to enjoy mastering the camera with manual operations
- In addition to [P] programmed auto, [A] aperture-priority auto, [S] shutter-priority auto, and [M] manual exposure modes, the camera offers a number of features that can be combined for maximum flexibility
- 8-fps high-speed continuous shooting at the maximum image size (12M 4000 × 3000)
- Easily apply filter effects to photos already taken without using a computer. Cross Screen, Fisheye, Miniature Effect and Painting options are available
- An Easy Panorama function for capturing horizontal or vertical panorama photos. Angle of view can be selected from 180° (normal) and 360° (wide). Multiple shots are combined in a single panorama photo

5. Bright and clear 3-inch, approximately 921k-dot tilting TFT LCD monitor with wide viewing angle

Monitor display is bright and clear, making viewing images and applying settings easy, even under sunny skies or in rooms where light is reflected in the monitor. The high-resolution monitor accurately reproduces even the finest details in photos for more precise viewing, and the tilting mechanism supports shooting from a variety of angles. In addition, the expanded color reproduction range covers a broader range of colors for reproduction of almost the entire sRGB gamut

6. User friendly operational controls

- A new continuous shooting mode button next to the shutter-release button enables quick switching between Single and Continuous settings in P, S, A and M exposure modes
- In addition, by positioning the side zoom control on the side of the lens, the camera can be held more securely, effectively reducing blur

COOLPIX P500 - Specifications

Effective pixels	12.1 million
Image sensor	1/2.3-in. type CMOS; approx. 12.75 million total pixels
Lens	36× optical zoom, NIKKOR lens; 4.0-144mm (angle of view equivalent to that of 22.5-810 mm lens in 35mm [135] format); f/3.4-5.7, Digital zoom: up to 4× (angle of view equivalent to that of approx. 3240 mm lens in 35mm [135] format)
Focus range (from lens)	[W]: Approx. 50 cm to ∞, [T]: Approx. 2.2m to ∞, Macro close-up mode: Approx. 10 cm (4 in.) to ∞ (when F lights in green and the zoom indicator is on the wide-angle position of K), and from approx. 1 cm (0.4 in.) to ∞ (at three increments from the maximum wide-angle position to the telephoto position)
Monitor	7.5 cm (3-in.), approx. 921k-dot, wide viewing angle TFT LCD monitor with anti-reflection coating and 5-level brightness adjustment, tiltable 82° downward, 90° upward

Storage media	Internal memory (approx. 102 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 160, 200, 400, 800, 1600, 3200 Auto (auto gain from ISO 160 to 800) High ISO sensitivity auto (ISO 160 to 1600) Fixed range auto (ISO 160 to 200, 160 to 400)
Interface	Hi-Speed USB
Power sources	One Rechargeable Li-ion Battery EN-EL5 (supplied) AC Adapter EH-62A (available separately)
Battery life (EN-EL5)	Still pictures*1: Approx. 220 shots Movies: Approx. 1 h 20 min (HD 1080p□(1920× 1080))
Dimensions (WxHxD)	Approx. 115.5 × 83.7 × 102.5 mm (excluding projections)
Weight	Approx. 494 g (including battery and SD memory card)
Supplied accessories*2	Camera Strap, Rechargeable Li-ion Battery EN-EL5, Charging AC Adapter EH-69P USB Cable UC-E6, Audio Video Cable EG-CP16, Lens cap LC-CP23, ViewNX 2 CD-ROM

Unless otherwise stated, all figures are for a camera with a fully-charged rechargeable Li-ion Battery EN-EL12 operated at an ambient temperature of 25 °C (77 °F).

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* 2 Supplied accessories may differ by country or area.

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For further information, images or product reviews, please contact Zing:

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